



1600 9th Street, Sacramento, CA 95814
(916) 654-2378

REQUEST FOR QUOTATION (RFQ)
Notice to Prospective Contractors

June 14, 2006

To: PROSPECTIVE CONTRACTORS

You are invited to submit a quotation to the California Department of Mental Health for project number 06-76192-000 titled:

**Mental Health Services Oversight and Accountability Commission (OAC)
OAC Outreach Consultant
FOR FISCAL YEARS 2006-2007 to 2007-2008**

Note that all agreements entered into with the State of California will include by reference General Terms and Conditions (GTC-306) and Contractor Certification Clauses (CCC-1005) that may be viewed and downloaded at Internet site <http://www.ols.dgs.ca.gov/Standard+Language> . If you do not have Internet access, a hard copy may be obtained by contacting the persons listed below.

In the opinion of the Department of Mental Health, this RFQ is complete and without need of explanation. However, if you have questions, or should you need any clarifying information, the contact persons for this RFQ are:

Jennifer Clancy, Executive Director at (916) 445-1520 or questions concerning the RFQ requirements.

Stacie Kincaid, Contract Analyst, (916) 654-2338 for questions concerning the contracting process.

Please note that no *verbal* information given will be binding upon the State unless such information is issued in writing as an official addendum to this RFQ.

Sincerely,

Terrie Tatosian
Deputy Director
Administrative Services

Enclosures

1) **Purpose of this RFQ**

The Mental Health Services Oversight and Accountability Commission (MHSOAC) is charged with ensuring that the implementation of the Mental Health Services Act is in accord with the original intent and purpose of the voter approved initiative. The MHSOAC is responsible for:

- a) Providing overarching oversight and accountability for the implementation of the Mental Health Services Act.
- b) Redirecting California's mental health system toward transformation, such that all mental health activities and programs stress prevention, early intervention, wellness, recovery and resilience.
- c) Ensuring that the perspective and participation of those living with mental illness and their family members are a significant factor in all of the Commission's decisions and recommendations.
- d) Promoting a systems approach to the provision of multicultural and multi-linguistic mental health services, activities and programs to eliminate disparities in access to and quality of mental health services.
- e) Developing public education strategies to overcome the stigma associated with mental illness.
- f) Promoting programs and activities that maximize the impact of the MHSA monies on the mental health of all Californians.
- g) Keeping the public and stakeholders informed as to the progress that is being made toward a transformed mental health system that has prevention, wellness, recovery and resilience as its primary goals.

In order to fulfill the organizational responsibilities detailed above under c-g, the MHSOAC is interested in designing a comprehensive public outreach strategy. The goals of this strategy include:

- a) Increase public awareness about the MHSA funded services.
- b) Increase public awareness about the impact of those services on improving public health outcomes for children, youth, adults, older adults with mental illness.
- c) Increase public awareness about the impact of stigma and discrimination on access to and quality of mental health care.
- d) Increase awareness of mental health and effective services in diverse California communities.
- e) Increase Californian's involvement in the planning and designing of MHSA funded programs.
- f) Increase Californian's awareness of the concrete examples of mental health system transformation that emphasizes prevention and wellness.

2) **Scope of Work**

If awarded a contract, the bidder agrees to assist the MHSOAC with designing and implementing a comprehensive MHSOAC Outreach Strategy. Specific tasks shall include:

- a) Assisting Executive Director in the development of an MHSOAC Outreach Work Plan as well as individual Project Management Plans within the broader Work Plan.
- b) Assisting Executive Director with presenting plan to full Commission for deliberation and approval.
- c) Assisting Executive Director, MHSOAC Staff, and Commissioners with translating this plan into language that is meaningful to both mental health stakeholders and the general public.
- d) Assisting Executive Director, MHSOAC Staff, and Commissioners with dissemination of the plan among mental health stakeholders and the broader public.
- e) Participating in the MHSOAC Cultural and Linguistic Competence Committee to ensure the ongoing development of outreach strategies demonstrate cultural and linguistic competence.
- f) Assisting MHSOAC Executive Director and Support Staff to identify community settings for monthly MHSOAC meetings that are welcoming and accessible by diverse mental health stakeholders and the broader public.
- g) Assisting MHSOAC Executive Committee and Executive Director to establish relationships with various forms of media (press, radio, television news) and increase visibility of mental health related issues, the MHSA, and its impact on public health outcomes.
- h) Implementing a methodical and transparent process to establish and maintain relationships with organizations that represent family members and clients at both the state and local levels of California.
- i) Participating in the development and implementation of mechanisms to gain broad mental health stakeholder and general public interest in the goals and objectives of MHSOAC Committee work.
- j) Identifying current public policy issues that are relevant to the work of MHSOAC Committees.
- k) Developing mechanisms to broadly disseminate public policy briefs related to MHSA implementation, mental health systems transformation, and the achievement of public health outcomes with MHSA funding.
- l) Ensuring that the goals and objectives of the MHSOAC and its Committees are relevant to the public.
- m) Ensuring that the public, specifically those communities that have not traditionally been included in mental health systems transformation, is engaged in the development and implementation of MHSOAC strategies to ensure accountability and oversight.
- n) Representing Commission's views and concerns on county plans and on development of other components of MHSA, i.e. prevention, early intervention, capital, outcome and measurements, education, training, and workforce development.

3) Minimum/Desirable Qualifications for Prospective Contractors

Bidder must possess the following:

- a) Knowledge and experience working in the field of public relations.
- b) Knowledge of various programmatic goals of MHSA, including prevention and early intervention, innovation, capital and IT infrastructure development, workforce development and outcomes and measurements.
- c) Familiarity and experience working in accordance with the guiding principles of MHSA, i.e. consumer and family-driven, cultural and linguistic competence, integrated and coordinated service provision, and accountability.
- d) Experience in doing research on state, county, and/or community level social service, mental health, or public health programs.

- e) Experience in overall work plan development and development of implementation strategies in public relations and community outreach.
- f) Proven analytical, writing, and oral presentation skills and experience.

In addition, the following experience is desirable:

- Working with and representing the views of California's ethnic specific communities.
- Accessing services from California's public mental health system, for themselves or for a family member.
- Working with and representing the views of California's ethnic specific and culturally diverse communities.

4) Key Action Dates

<u>Event</u>	<u>Date</u>
RFQ posted on the DMH Website	Wednesday, June 14, 2006
Final Date for Quotation Submission	Wednesday, June 21, 2006 by 12:00pm
Contract Award Notice (Will be posted on the DMH Website)	Friday, June 23, 2006

5) RFQ Requirements

- A. The Bidder shall provide a written statement describing his/her abilities to provide the services detailed in Section 2 (Scope of Work).
- B. The Bidder shall provide a written statement describing how he/she meets the Minimum/ Desirable Qualifications detailed in Section 3.
- C. The Bidder shall provide at least two professional references from last two years.
- D. The Bidder shall provide a detailed quotation for the services to be provided. The total costs of all services cannot exceed \$ 55.00 per hour.

6) Submission of Quotation

- A. All responses to this RFQ must be submitted in writing via fax, email or mail to the contact listed below by the date and time shown in Section 4 (Key Action Dates). Responses received after this date and time will not be considered.

Poppy Johal
 700 N. 10th Street, Suite 202, Sacramento, CA 95814
 Telephone number: (916) 445-1104
 Fax Number: (916) 445-1577
 Email Address: poppy.johal@dmh.ca.gov

- B. All responses to this RFQ shall include the items identified in Section 5 (RFQ Requirements). Responses not including the required items shall be deemed non-responsive. A non-responsive quotation is one that does not meet the basic quotation requirements and will be rejected.

- C. Responses must be submitted for the performance of all the services described herein.
- D. A response may be rejected if it is conditional or incomplete, or if it contains any alterations of form or other irregularities of any kind. The State may reject any or all responses and may waive any immaterial deviation in a response. The State's waiver of immaterial deviation shall in no way modify the RFQ document or excuse the Bidder from full compliance with all requirements if awarded the agreement. The Department of Mental Health reserves the right to reject all responses. The Department of Mental Health is not required to award an agreement.
- E. Costs incurred for developing responses and in anticipation of award of the agreement are entirely the responsibility of the Bidder and shall not be charged to the State of California.
- F. No oral understanding or agreement shall be binding on either party.

7) Evaluation Process

- A. After the responses to the RFQ have been submitted, each response will be checked for the presence or absence of required information in conformance with the submission requirements of this RFQ.
- B. The Contract Manager will award contracts to the bidders who have submitted a quotation which has been determined by a qualifications assessment panel to be the best value to the State. Only the most qualified bidders, who have met the minimum qualifications as specified in the Scope of Work, and quoted a reasonable hourly bid for the services to be performed, will be deemed the best value and considered for selection. The selection of the most qualified bidders will be based on experience level and the desirable qualifications listed in quotation in section 3.

8) Agreement Execution and Performance

- A. Contractor shall commence work only after all approvals have been obtained and the agreement is fully executed. Should the Contractor commence work before the contract has been fully-executed, the services performed will be considered volunteered by the Contractor.
- B. All performance under the agreement shall be completed on or before the termination date of the agreement – June 30, 2008.